

# IMPROVING CITY ONLINE SERVICES FOR BUSINESSES

A Presentation to the Economic Development and  
Strategies Committee

# San Diegans Rely on Technology To Do Business

- Data traffic on U.S. wireless networks surged 111 percent year-over-year
- The number of active smartphones grew from 61.2 million to 95.8 million, a 67 percent increase over the prior year.



# Recommendations

## □ To Improve Online City Services for Businesses:

### **SUBMIT**

One of the main challenges to doing business online with the City of San Diego is the lack of performance features. Creating a SUBMIT button will allow businesses to complete applications and forms online and transmit them to the City.

### **CHECKOUT**

San Diego businesses must have the opportunity to conduct business with the City that is consistent with their existing business practices. This means creating a “shopping cart” of permitting and application fees and the ability to pay for these items on line.

### **PRINT RECIEPT**

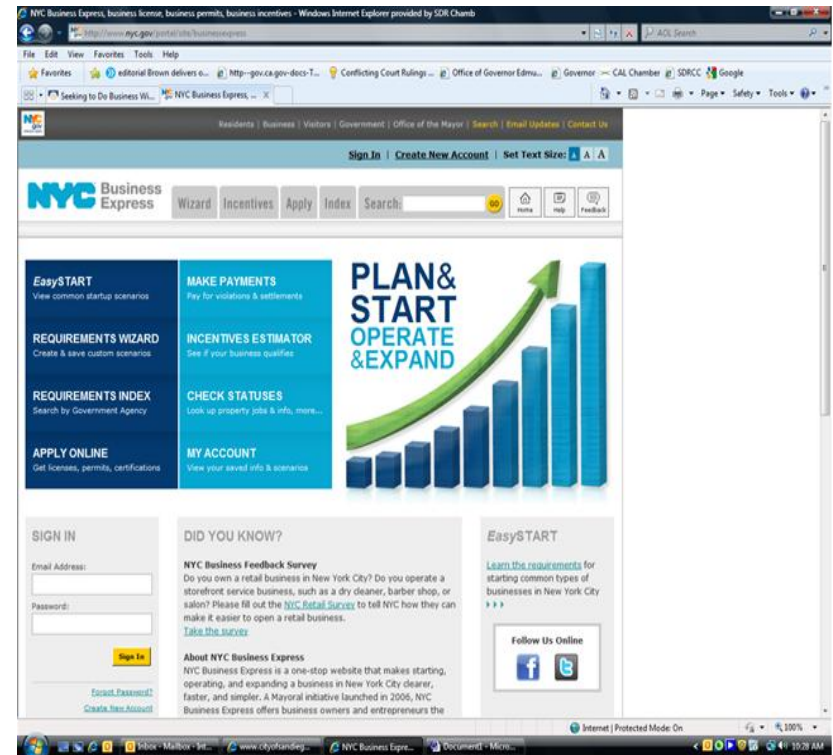
Records of transactions must be accurate and filed in a way that allow city staff across multiple agencies to view the same record that city customers views.

# Municipal Websites Must Perform

## San Diego



## New York City



# Features of NYC Business Express Site

## Provide Certainty

- Business specific information on permitting and licensing requirements (printable and clickable with drilled down information by agency or category)
- Determining what incentives exists to assist in the establishment of specific types of businesses
- Apply online for licenses, permits, and certifications.
- View violations and make online payments.
- View property information.
- Save business information so it only has to be entered once and can be used across all online applications.

# Re-Thinking the Business Customer

- Customer focused online services should:
  - ▣ Make it easy
  - ▣ Make it simple by using plain language
  - ▣ Make it useful by guiding customers to one stop solutions
  - ▣ Make it complete and comprehensive

# Streamlining Government Processes

- ❑ Eliminated 1 process requirement that impacts 81 licenses and permits
- ❑ Eliminated 1 process requirement that impacts licenses, permits and certificates Citywide
- ❑ Eliminated 44 specific process requirements that impact from 1 to 29 different licenses, permits and certificates each, affecting a total of 70 different licenses, permits and certificates
- ❑ Improved 1 application process that impacts 53 licenses and permits on NYC Business Express
- ❑ Improved 11 application processes that impact from 1 to 57 of the licenses, permits and certificates on NYC Business Express.

# Benefits to Improving Online Systems

- Better record keeping for the City
  - ▣ More complete and comprehensive information per customer
  - ▣ Faster turn around for renewals
  - ▣ Pro-actively remind customers of need for renewals
- More Revenue for the City
  - ▣ Quicker, less costly transactions
  - ▣ Prevent non-compliance and fines
  - ▣ Target enforcement services to specific non-compliant customers